

Conversations shine with Lumity.

Phonak Lumity open day guide



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Why host an open day?

Hosting an open day is a great way to boost sales and build brand awareness with new and existing clients. A well-planned event can help you understand client needs and raise the profile of your business.

Lumity open days also provide your clients with an opportunity to ask questions, examine products and experience the benefits of Lumity to meet their specific listening needs.

Below are some ways Phonak can assist you to ensure your open day is a success, generating positive activity for your clinic.

Open day promotional support

- Work with you on a sales promotion to support your open day.
- Design your marketing collateral to promote the event, including invitation, website banner and social media post.
- Provide Lumity marketing collateral including brochures, posters and point of sale materials.
- Provide assistance with additional fun open day options, including decorations and props to bring the Lumity theme to your clinic.
- Loan items for the day: Additional trial instruments and Lumity pull-up banners.

Your Phonak sales representative will be present on the day (if possible) or available by request.

The following guide provides step by step instructions to help you plan your open day. To get started, contact your Phonak sales representative.

How to plan a successful open day

Successful events require great preparation and planning. The Phonak marketing and clinical team can assist you with planning and promoting your open day based on their extensive experience.

1. Establish the date

2. Promote the event

3. Be prepared

4. Follow up on your invitation list

5. Lumity open day agenda, per client

6. Post-event follow-up



1. Establish the date

- Contact your Phonak representative with your preferred event date/s.
- Ensure your clinical and administrative staff are available on the selected date/s.
- Prepare an appointment schedule.



2. Promote the event

- Talk about the upcoming open day during client visits.
- Invite clients from your database by phone or send a letter by mail or email.
- Have posters or other promotional marketing material in your waiting room or at a local business (medical centres, post offices, pharmacies, community clubs, etc.)
- Place an advertisement in the local or community newspaper.
- Use your social media channels, like Facebook, to announce the date. Boost the post to relevant demographics to ensure the right people see your post.
- Put a banner on your website.
- The Phonak Marketing team can assist with the design of promotional materials for the event.



3. Be prepared

- Order your marketing support material including brochures, posters and point of sale materials via our [Lumity marketing tool kit](#). For additional/general marketing materials required, please contact the [marketing team](#).
- Go through your plans for the day step-by-step in detail, so that you don't miss any preparations that need to be made.
- Ensure staff have a plan for how to welcome clients as they arrive; consider offering snacks or refreshments for visitors while they wait.
- Since your open day will be appointment-based, you will have the details of those who are planning to attend; keep these details on file for follow up after the event.
- To keep the open day COVID-safe, you may need to use a QR code sign-in, or a physical form. Please refer to the Australian Government's website for COVID-safe resources: <https://www.australia.gov.au/covidsafe-resources>
- Ensure your Lumity trial devices are fully charged.



4. Follow up on your invitation list

- Resend invitations via email to those who haven't responded, or personally call to invite them (particularly those clients who are due for an upgrade).
- It is important to confirm all bookings 2-3 days prior to the event.



5. Lumity open day agenda, per client

- Welcome client to the open day. Ask them to complete a needs assessment questionnaire, unless you have this information already. Offer refreshments (optional).
- Conduct screening test and determine client goals.
- Fit the trial hearing aid.
- Demonstrate Lumity features based on the needs expressed by the client.
- Client may trial the hearing aid at a local coffee shop for a short period of time; alternatively offer an at-home trial.
- Schedule a follow-up appointment to review success of the hearing aid trial.



6. Post-event follow-up

- It is highly recommended that you follow up with your clients via phone or email after the open day, to maintain momentum and address any issues which may prevent purchase.
- We have email templates available for download in our [Lumity marketing tool kit](#).



Open day templates

Email template



Invitation

Phonak Audéo™ Lumity Open Day [Date]



Dear [Client name],

Being able to fully participate in conversations is like a spark of light in the dark. When you can hear and understand conversations around you, it can illuminate your entire world.

Recently, Phonak has introduced Audéo Lumity with unique SmartSpeech™ Technology that improves speech understanding* and helps to enjoy conversations in challenging listening situations. To learn how Audéo Lumity can enhance your hearing, we are inviting you to our open day on <date & time> to demonstrate the following features:

- Universal connectivity to iOS®, Android™ and just about any Bluetooth® device, including smartphones, smart TVs and more
- Tap Control for easy access to Bluetooth functions
- Personalised digital solutions via myPhonak app
- Fully rechargeable. No battery hassles

All appointments on the day will be eligible for <include offer or discount>.

Spots are limited. Call us today to book your open day appointment and get ready for an enlightening listening experience and shine with Audéo Lumity.

We look forward to seeing you in the clinic soon.

[Phone]
[Email]
[Website]

E-mail is a cost-effective and engaging way to inform your clients when you will be hosting an open day. Responses can be easily tracked to know how many people will attend the event.

An open day email template is available for you to customise.

Clinic invitation letter



Dear [Client Name],

Conversation shines with the NEW Phonak Audéo™ Lumity.

Being able to fully participate in conversations is like a spark of light in the dark. When you can hear and understand conversations around you, it can illuminate your entire world.

Recently, Phonak has introduced Audéo Lumity with unique SmartSpeech™ Technology that improves speech understanding* and helps to enjoy conversations in challenging listening situations. To learn how Audéo Lumity can enhance your hearing, we are inviting you to our open day on <date & time> to demonstrate the following features:

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All appointments on the day will be eligible for <include offer or discount>.

Spots are limited. Call us today to book your open day appointment and get ready for an enlightening listening experience and with Audéo Lumity.

We look forward to seeing you in the clinic soon.



Phonak Audéo L-R

Sincerely,
Signature
Name
Title

Clinic logo

Clinic name
Address
Website

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An invitation letter adds a personal touch to your interaction with clients and informs them about your open day.

A clinic open day invitation letter template is available for you to customise.

Other available templates:

- Clinic poster
- A4 sign
- Pull-up banner
- Postcard
- DL flyer
- Website banner
- Social post

Please advise nikki.ozeken@sonova.com if you would like Phonak to customise any of the templates for you.

TV Connector



Phonak Audéo™ Lumity



life is on

Since 1947, Phonak is dedicated to preserving social, emotional and physical life quality by opening new acoustic worlds. We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. Today we offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

www.phonakpro.com.au